

Message Text

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51

ACTION NEA-10

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R 210614Z MAY 75

FM AMEMBASSY DAMASCUS

TO MR. FORREST N. SHUMWAY

PRESIDENT

THE SIGNAL COMPANIES,HINC.

9665 WILSHIRE BOULEVARD

BEVERLY HILLS,HCALIFORNIA 90212

INFO SECSTATE WASHDC 3508

USDOC WASHDC

UNCLAS DAMASCUS 1870

FROM AMBASSADOR MURPHY

STATE FOR NEA/ARN

COMMERCE FOR CAGNE

E.O. 11652: N/A

TAGS: BEXP,HSY

SUBJ: DAMASCUS INTERNATIONAL FAIR

DEAR MR. SHUMWAY:

RECALLING WITH PLEASURE OUR MEETING HERE IN DAMASCUS LAST JANUARY,HI WANT TO BRING THE FOLLOWING MATTER TO YOUR PERSONAL ATTENTION. THE TWENTY-SECOND DAMASCUS INTERNATIONAL FAIR WILL BE HELD JULY 25 TO AUGUST 20, 1975. THE FAIR AUTHORITY IS MOST EAGER TO HAVE AMERICAN PARTICIPATION AFTER THE VERY SUCCESSFUL EXHIBITION LAST YEAR AND IS CONSTRUCTING A NEW U.S. PAVILION AT AN EXCELLENT LOCATION ON THE FAIRGROUNDS. THE DEPARTMENT OF COMMERCE HAS AGREED TO SUPPORT A COMMERCIAL PRESENCE FAIR PARTICIPATION IN THE FAIR AND HAS ALREADY SENT OUT ITS EXHIBITION DIRECTOR.

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OUR PARTICIPATION WILL NOT BE POSSIBLE WITHOUT THE

CLOSE COOPERATION OF FIRMS SUCH AS YOURS. AS YOU HEARD FROM PRESIDENT ASAD ON JANUARY 21, AMERICAN BUSINESS FIRMS WILL BE WARMLY WELCOMED TO SYRIA AND THE SYRIAN GOVERNMENT LOOKS FORWARD TO COOPERATING WITH U.S. COMPANIES. MY STAFF AND I AT THE EMBASSY AND THE DEPARTMENTS OF STATE AND COMMERCE STAND READY TO ASSIST YOU IN DEVELOPING BUSINESS IN THIS RAPIDLY DEVZLOPING MARKET -- U.S. EXPORTS, WHICH HAVE AVERAGED \$25 MILLION PER YEAR OVER THE LAST SEVERAL YEARS, ARE NOW WELL OVER \$150 MILLION IN THE LAST NINE MONTHS. WE HAVE ESTABLISHED A NEW AID RELATIONSHIP WITH SYRIA WHICH SHOULD HELP MANY AMERICAN FIRMS SELL IN THIS MARKET.

I BELIEVE YOUR COMPANY'S PARTICIPATION IN THIS FAIR WILL DEFINITELY ENHANCE YOUR OPPORTUNITIES FOR SALES TO SYRIA AND I SINCERELY HOPE YOU WILL GIVE SERIOUS CONSIDERATION TO PARITICIPATION. I LOOK FORWARD TO HEARING FROM YOU. YOU MAY ALSO WISH TO INFORM THE DEPARTMENT OF COMMERCE'S CAGNE OFFICE, TEL 202/967-5341.

SINCERELY

/S/ RICHARD W. MURPHY
AMBASSADOR

MURPHY

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